

marketing -

via third party channels

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Why Postgres



Database,
Development,
Engineering, Postgres

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This post is a list of many of the reasons to use Postgres, much this content as well as how to use these features will later be curated within [PostgresGuide.com](#). If you need to get started check out [Postgres.app](#) for Mac, or get a Cloud instance at [Heroku Postgres](#) for free

UPDATE: A [part 2](#) has been posted on [Why Use Postgres](#)

Very often recently I find myself explaining why Postgres is so great. In an effort to save myself a bit of time in repeating this, I thought it best to consolidate why Postgres is so great and dispel some of the historical arguments against it.

Content

Listen to Danielle's talk

Sourcing content

- Product benefits
- Support tickets
- Email
- Engineers

A few specifics

- Talk to your customers
 - Use “You” not “Developers”
- Be classier
- Be altruistic

Evangelism

Evangelism

- Help people
- Email, IM, Cell
- It's harder to ask for help than it is to give an answer

If people like you, they'll
find it harder to leave
your product

Distribution

Timing

“Every launch is huge”

“Tuesday, Wednesday, Thursday
are all good days for launches”

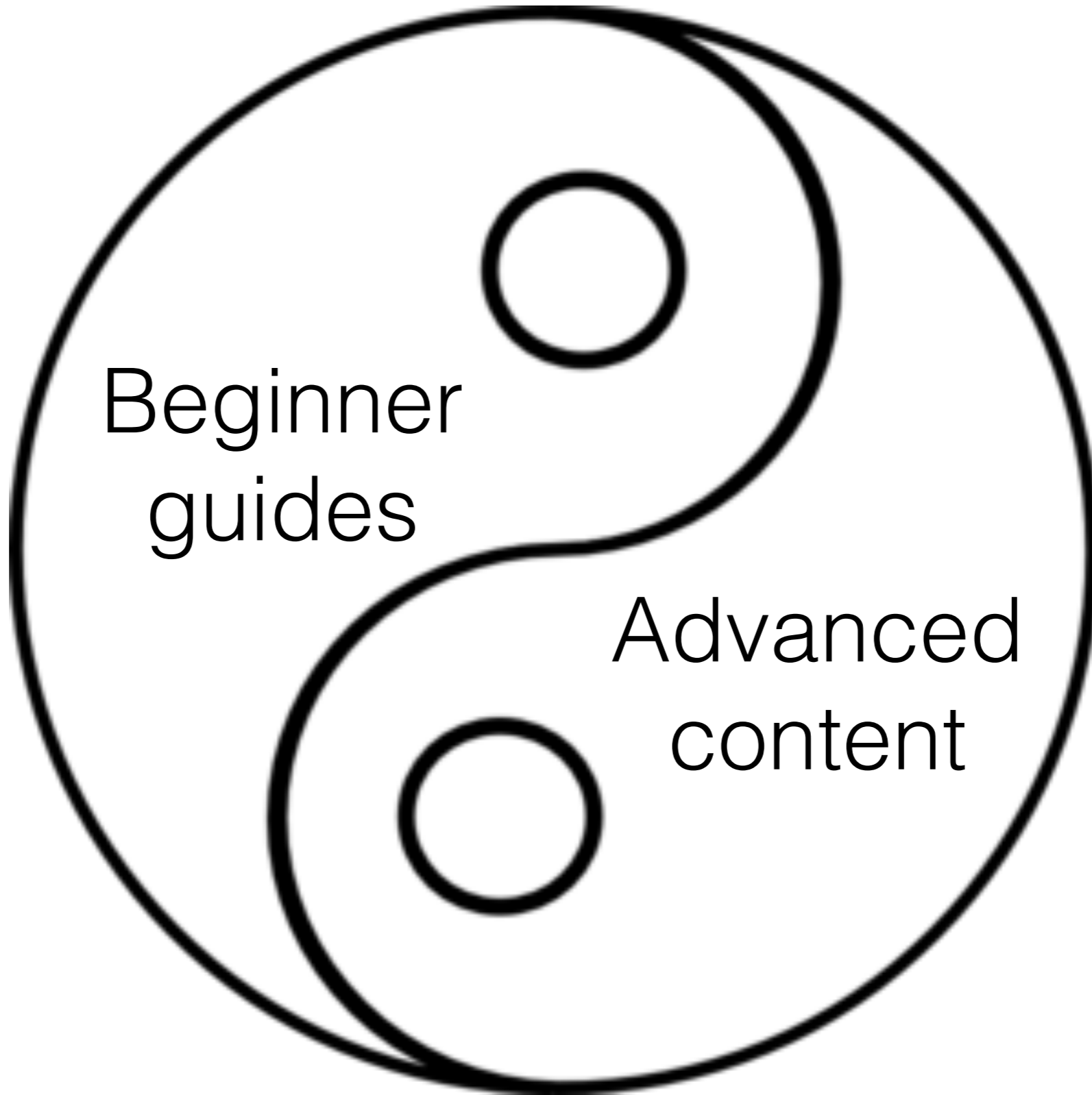
- Every marketing department ever

Expanding launching

- I still hate Monday
- Friday is great for small products
- Weekends!

You can produce content
ahead of launching

Third party channels



Beginner
guides

Advanced
content

Beginner content

- Live on a third party property
- Exceptions:
 - You're a learning website (codecademy)
- Let your name be present
- *Retargeting*

Beginner content

- [postgresguide.com](https://www.postgresguide.com)
- python-guide.org
- anyguide.com

Postgres Guide

Postgres Guide is intended to highlight best practices and great features that exist within Postgres. If new to databases or specifically Postgres hopefully you find content useful.



Other Resources

[Postgres High Performance](#)
[Beginning Databases with PostgreSQL](#)
[SQL and Relational Theory](#)

Postgres Guide

We here are very big fans of Postgres as a database and believe it is often the best database for the job. For many though, working with and maintaining Postgres involves a steep learning curve. This guide is designed as an aid for beginners and experienced users to find specific tips and explore tools available within Postgres.

If you want to take the quick & painless approach instead, there are great services available such as [Heroku Postgres](#).

Note:

This still is still under rapid development. Please send any suggestions (or requests) to craig.kerstiens@gmail.com. If you're interested in helping to maintain this document please hop over to [github](#) and contribute. To follow updates to the site check out our twitter account [PostgresGuide](#).

Some History

Postgres has gotten much more attention in recent years. It has accelerated its pace, meanwhile other RDMS's have slowed in releases. [PostgreSQL/PostgreSQL/Postgres](#) has a very long history in databases, with its very name coming from one of the earliest databases Ingres (Post ingres = Postgres) and its own implementation beginning in [1986](#).

Postgresguide

Over two years

- 150k unique users
- 400k impressions

Investment

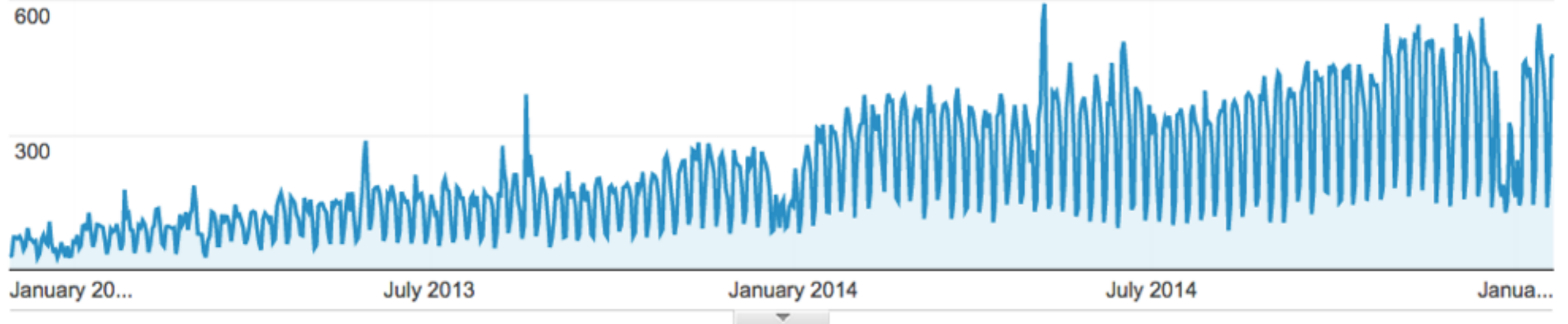
- 16 hours initial effort
- Occasionally checking PRs

Overview

Sessions ▼ vs. [Select a metric](#)

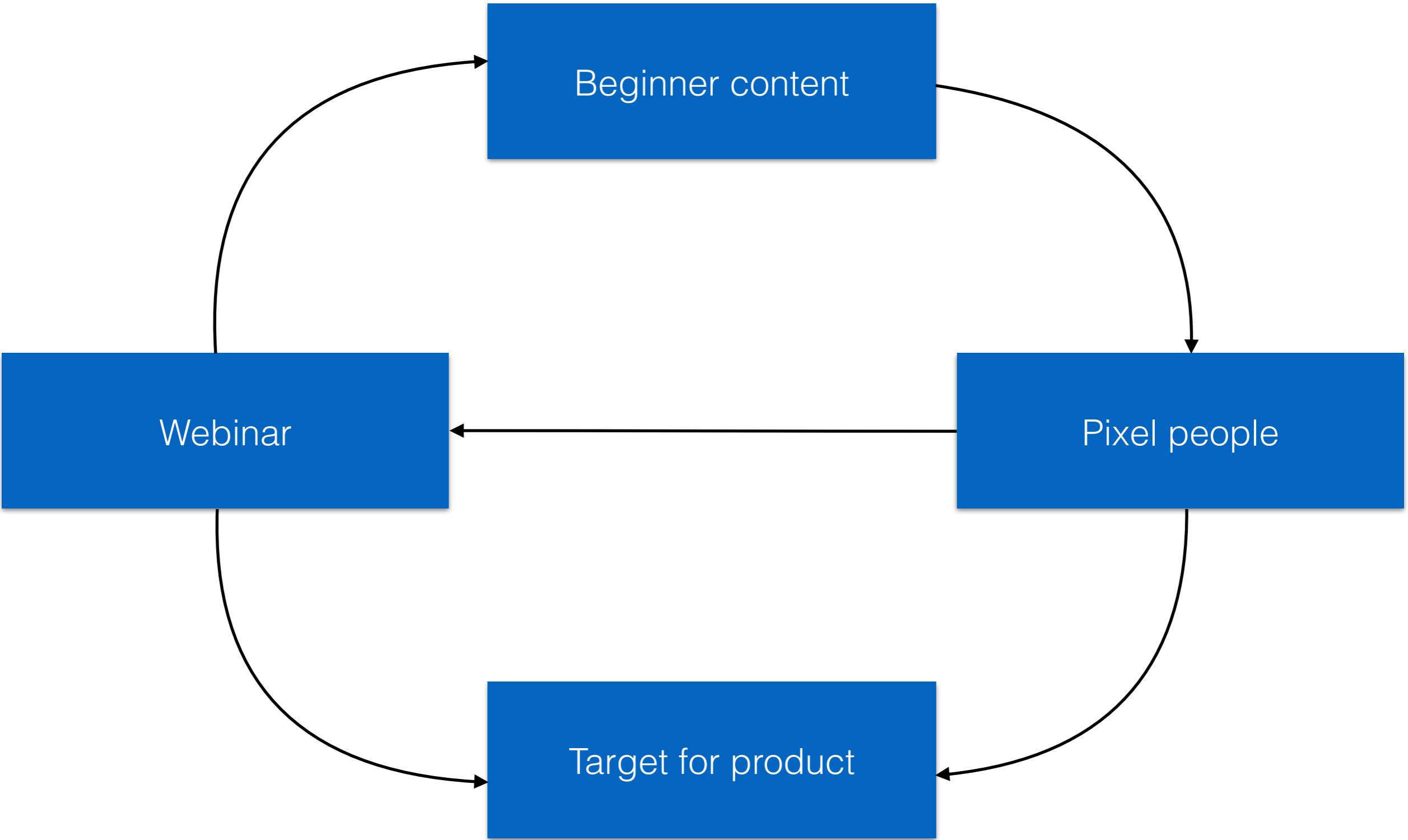
[Hourly](#) [Day](#) [Week](#) [Month](#)

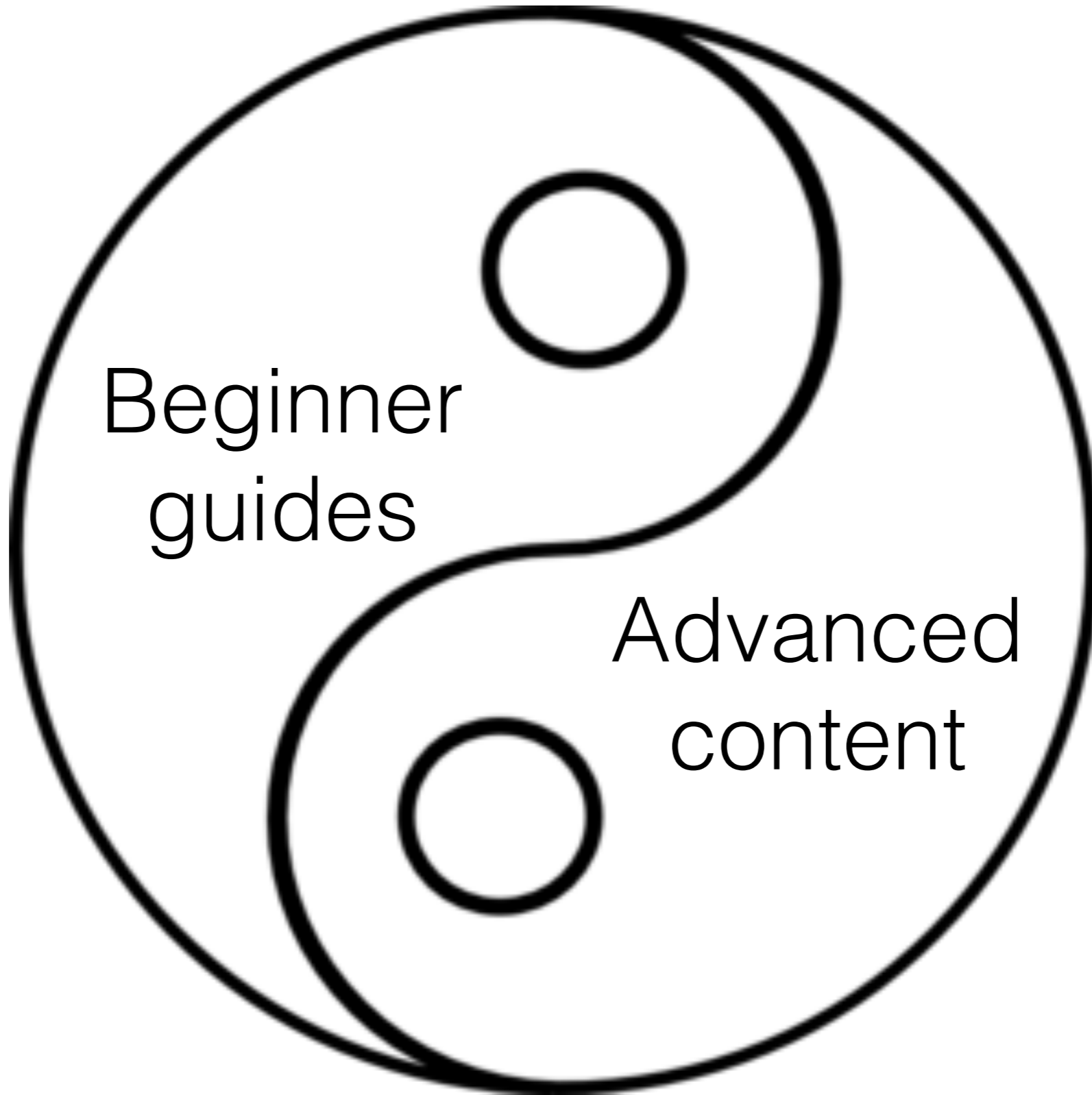
● Sessions



Other examples

- Google - Polymer/Angular/Go
- 12factor.net





Beginner
guides

Advanced
content

Create an outlet

- engineering.mycompany.com
- Let engineers run with it

Curated news

Examples

- Postgres weekly
- Ruby weekly
- Dart weekly
- PyCoders
- Python weekly
- API weekly
- It's a long list

We publish e-mail newsletters to over 175,000 software developers.



[JavaScript Weekly](#)

A weekly e-mail newsletter for JavaScript developers and those using related technologies or languages (including CoffeeScript). Launched in November 2010 and now has over 67,000 subscribers.



[HTML5 Weekly](#)

A weekly e-mail newsletter focusing on browser technologies and releases, including HTML5, CSS3, WebSockets, and WebGL. Launched in August 2011 and now has over 47,000 subscribers.



[Ruby Weekly](#)

A weekly e-mail newsletter for Ruby and Rails developers. Launched in August 2010 and now has over 27,000 subscribers.

Curated news

- Give the curators a heads up
- Don't overwhelm on every blog post
- Timing
- Own the channel

The process

- Already following those channels
- 15 minutes each week
- Write some words

Recap

- Content
- No, really, content
- Beginner content, doesn't have to be your brand
- More powerful if you own the expert content channel

Fin.

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